Student teams at Saunders win top recognition in U.S. State Department and Macy's Challenges

Global and National competitions provide real-world experiences

From accounting to marketing, students have countless opportunities to collaborate and compete against students at RIT and other universities. Recently, student groups from Saunders College of Business have received top honors in national and international competitions with Macy's Marketing Challenge and the U.S. State Department.

Team develops top plan to neutralize terrorist propaganda

Students in a Saunders College social media marketing course returned to Rochester Institute of Technology with the top prize in hand from the international Peer to Peer (P2P): Challenging Extremism Initiative. Charged by the U.S. State Department, Department of Education and Cultural Affairs to develop an initiative aimed at finding ways to neutralize the effects of digital terrorist propaganda, the team from Saunders College created “It’s Time: ExOut Extremism,” a digital campaign seeking to combat violent extremism through knowledge and understanding utilizing online social platforms.

Winning first prize earned the team top recognition on a global platform. Student teams from around the world competed for the opportunity to be named one of three finalist teams, and travel to Washington D.C. for the opportunity to present their ideas to a panel of experts from Facebook, the U.S. Department of Homeland Security, the Combating Terrorism Technical Support Office, the National Counterterrorism Center, as well as the U.S. Department of State.

The Saunders team was the only group from the United States to reach the finals, and became the first U.S. team to win first place.

Saunders team wins first place in Macy’s Marketing Challenge in New York City

Four Saunders College marketing students developed a new strategy to attract millennial customers to Macy's Department Stores as a part of Macy's Undergraduate Marketing Challenge. The team's proposal won first place—winning each member an iPad and all-expenses-paid trip to New York City in to present their ideas to company executives.

The team included Nick Commissio, Jackie Collelo, Brandon Rall, and Christian Vanderhoef.

Macy's hosts a marketing challenge every year to help them restructure and better plan for the future of their sales. Each submission included a written case study, explaining their idea and how it would positively impact Macy's business, including research that supported the teams integrated campaign. Teams are reviewed and selected based on the strength, originality and creativity of their idea as well as the articulation and execution of the concept.

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Saunders College of Business

• Strong industry connections, offering real world experiences in and outside of the classroom
• Among the world's oldest and largest cooperative educational programs
• 94% placement rates
• Pioneering Biz 1-2 program
• #1 student innovation center, Venture Creations Incubator, and over 200 clubs to join
• Ranked #21 nationally for entrepreneurship
• Over 80 minors available across all 9 RIT colleges
• Nationally recognized programs in STEAM (science, technology, engineering, arts & mathematics)
• Students develop unique personal brands that employers seek
• Small class sizes, 100% taught by faculty
• Low student to faculty ratios, and highly accessible faculty
• Plugged into over 118,000 RIT alumni and large university resources

See reverse...
TOP STUDENT TEAMS
Competitions provide real-world experience across all programs

INSTITUTE OF MANAGEMENT ACCOUNTANTS
Three students representing Saunders College Accounting Club took home the first place trophy and the People’s Choice award at the 2016 Institute of Management Accountants (IMA) – Rochester Chapter Student Case Competition.

ADIRONDACK CUP
The Financial Management Association at Saunders competes in a regional competition run by Adirondack Funds, that includes nearly 20 college teams managing hypothetical small cap portfolios. The Adirondack Cup is awarded to the team with the best return after six months. RIT has competed for six-straight years, consistently finishing in the top 10 and producing returns that beat the Russell 2000 Index.

COLLEGIATE DECA
Saunders Collegiate DECA chapter will participate in competitive events beginning this fall. The DECA program allows students to put their experience, skills and knowledge to the test while representing Saunders College and RIT. Students compete for top international honors in one of 24 different competitive categories.

RIT TIGER TANK
Students from Saunders’ Building a Web Business course took home the top prize in the Spring 2016 RIT Tiger Tank Saunders Challenge. Shorarg, the team’s online business idea presents a creative solution to shopping while watching television, won the team $2,000 cash and a full scholarship to the Saunders College of Business program of their choice.

GOOGLE ONLINE MARKETING CHALLENGE
With a $250 AdWords advertising budget provided by Google, student teams in Saunders’ Search Engine Marketing Analytics course develop and run an online advertising campaign over a three week period and compete against other students from around the world. The teams that develop and communicate the most successful campaigns win great prizes, including trips to Google offices.

...continued from reverse

Jacqueline R. Mozrall, Ph.D. Dean and Professor Saunders College of Business

“We are proud of our Saunders student team for representing RIT marketing excellence so well on a global stage.”

Saunders College of Business would empower the silent majority through social media platforms, including Facebook and a number of other channels and help Rochester’s local Muslim community spread their anti-terrorism messaging.

In striving to achieve their goal, the team utilized their operating budget of $2,000 with various strategies, which included: designing a logo, creating a website, establishing a presence on social media & video platforms, as well as organizing events – both on campus and within the community – to increase public awareness.

The entire campaign was designed and implemented by the 17 members of the Saunders P2P team and done in the name of banding people together and giving a voice to those who fight against extremist propaganda. As the winning team, the group was awarded $5,000 to continue to develop and implement their campaign. A definitive recognition of both these students’ innovative instincts and commitment to a greater cause.

The “It’s Time: ExOut Extremism” team continues to receive recognition from international audiences. The team was awarded the “Fight Against Hate Online” award from the United Nations Educational, Scientific and Cultural Organization (UNESCO) for their work on the Peer to Peer (P2P): Challenging Extremism Initiative at the “Tribute to Heroes of the Global Effort to Overcome Violent Extremism” event in New York City in September 2016. Activists from around the globe, including Saunders students, were recognized for their work.

For Enterprising Students and Creative Enterprises

Saunders College of Business is one of nine colleges at Rochester Institute of Technology and is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). Recognized and ranked, Saunders is home to more than 1,000 enrolled undergraduate and graduate students, Saunders College works in partnership with RIT’s entrepreneurial Venture Creations incubator and top ranked Albert J. Simone Center for Student Innovation and Entrepreneurship to integrate business education with RIT’s world-leading technical and creative programs. Saunders College offers undergraduate (BS), Masters (MS), Masters of Business Administration (MBA), and Executive MBA (EMBA) programs where students gain real-world business experiences in the classroom and through cooperative education programs.

Rochester Institute of Technology, founded 1829

Saunders College of Business

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Photo credits: Kelsey Brannan, U.S. State Department

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